

ABSTRAK

WIDIANTO, A., 2016, ANALISIS KUALITAS PELAYANAN KEFARMASIAN TERHADAP KEPUASAN PELANGGAN DI APOTEK CAHAYA SEHAT NUSUKAN SURAKARTA, SKRIPSI, FAKULTAS FARMASI, UNIVERSITAS SETIA BUDI, SURAKARTA

Apotek sebagai salah satu bentuk pelayanan kesehatan kepada masyarakat agar dapat tetap bersaing perlu memperhatikan kepuasan pelanggan melalui pelayanan yang diberikan. Penelitian ini bertujuan untuk mengetahui pengaruh kualitas pelayanan kefarmasian terhadap kepuasan pelanggan di Apotek Cahaya Sehat Nusukan Surakarta.

Penelitian ini dilakukan dengan menggunakan kuesioner yang diberikan kepada 152 pelanggan dengan menggunakan metode *purposive sampling*. Data yang diperoleh dianalisis dengan uji *GAP* untuk mengetahui ada tidaknya perbedaan antara tingkat kualitas pelayanan yang diterima dengan tingkat kualitas pelayanan yang diharapkan oleh pelanggan. Selanjutnya data yang diperoleh dianalisis secara regresi linier sederhana dan berganda.

Berdasarkan hasil penelitian diperoleh kesimpulan bahwa terdapat perbedaan antara tingkat kualitas pelayanan yang diterima dengan tingkat kualitas pelayanan yang diharapkan, dan kualitas pelayanan farmasi sudah memuaskan pelanggan di Apotek Cahaya Sehat Nusukan Surakarta. Lima dimensi kualitas pelayanan kefarmasian berpengaruh secara parsial terhadap kepuasan pelanggan dengan signifikansi $< 0,05$ dan berpengaruh secara simultan dengan nilai signifikansi $0,000 < 0,05$. Kepuasan pelanggan di Apotek Cahaya Sehat Nusukan Surakarta dapat dijelaskan oleh dimensi-dimensi kualitas pelayanan kefarmasian meliputi Tangibles, Reliability, Responsiveness, Assurance dan Emphaty sebesar 19,3 %.

Kata Kunci: Kepuasan pelanggan, kualitas pelayanan kefarmasian, Apotek Cahaya Sehat Nusukan Surakarta

ABSTRACT

WIDIANTO, A., 2016, ANALYSIS OF PHARMACY SERVICE QUALITY TO CUSMOTER SATISFACTION IN CAHAYA SEHAT PHARMACY NUSUKAN SURAKARTA, SKRIPSI, UNIVERSITY OF SETIA BUDI, SURAKARTA

Pharmacy as one form of health care services to the community in order to remain competitive need to pay attention to customer satisfaction with the services provided. The purpose of this study is to find out the effect of the quality of pharmaceutical services to customer satisfaction in Cahaya Sehat Pharmacy Nusukan Surakarta.

This study was conducted using questionnaires given to 152 customers by using purposive sampling method. Data were analyzed with GAP test to determine whether there is a difference between the level of quality of service received by the level of quality of service expected by the customer. Next, data was analysed by simple linier regression and doubled.

Based on the research result, it can be concluded that there is a significant difference between the average of pharmacy service quality received and hoped. The quality of pharmacy service has satisfied the customers of out Cahaya Sehat Pharmacy Nusukan Surakarta. Five dimensions of the quality of pharmaceutical services influent partially to the customers satisfaction with $< 0,05$ significant and influent simultantly with significant mark $0,000 < 0,05$. The customers satisfaction in Cahaya Sehat pharmacy Nusukan Surakarta can be explained by the dimensions of the pharmacy service quality, involving Tangibles, Reliability, Responsiveness, Assurance, and Emphaty by the percentage of 19,3%.

Keywords: Customer satisfaction, pharmaceutical care quality, Cahaya Sehat Pharmacy Nusukan Surakarta